



SAMPLE NEWS RELEASE

CONTACT: NAME
ORGANIZATION
PHONE NUMBER
E-MAIL

**[COMMUNITY/STATE] PARTNERS WITH [PARTNERS] TO REDUCE HOLIDAY DRUNK
AND DRUGGED DRIVING FATALITIES**

[CITY] [STATE] on [DATE] — [SPONSORING ORGANIZATION] will kick off the National Holiday Lifesavers Weekend with its [THE EVENT] at [TIME AND LOCATION]. The event, supported by [LIST LOCAL PARTNERS], will help raise awareness of the many holiday deaths and injuries caused by impaired drivers during the holiday season and promote the use of a sober designated driver. National Holiday Lifesavers Week is being conducted locally to support the *You Drink & Drive. You Lose.* campaign. It is scheduled from December 15-17, as a part of National Drunk and Drugged Driving Prevention Month.

“Impaired driving has a devastating effect on our community,” said [OFFICIAL’S NAME AND TITLE]. “With the help of [PARTNERS], we at [SPONSORING ORGANIZATION] are combining efforts to make our roads and highways safe from impaired drivers and promote safe driving behaviors in [COMMUNITY].”

In [CITY/COMMUNITY], driving under the influence of alcohol and drugs has claimed the lives of [LOCAL STATISTICS] in the past [TIME PERIOD] and has resulted in [LOCAL STATISTICS] injuries. In order to combat this problem, [SPONSORING ORGANIZATION] is joining law enforcement nationwide as it cracks down on impaired drivers. Among these initiatives, law enforcement is setting up sobriety checkpoints and using saturation patrols. Legally impaired drivers will be arrested and subject to sanctions such as fines, license suspension, jail or community service as prescribed by local courts. Law enforcement officials will also promote cooperative community campaigns such as Designated Driver and Safe Ride programs and “Lights on for Life” Day, a day designated to remember and heighten awareness surrounding the victims of impaired drivers. This year, “Lights on for Life” Day takes place on Friday, December 15, 2000.

“The greatest tragedy of impaired driving is that it is entirely preventable. You can designate a sober driver, call a taxicab or spend the night where you are,” said [OFFICIAL’S NAME]. “We encourage the public to become involved in their local Designated Driver program to transport those people that are too intoxicated to drive. By working together, we really can make a difference.”

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SAMPLE NEWS RELEASE (*continued*)

About *You Drink & Drive. You Lose.*

NHTSA's *You Drink & Drive. You Lose.* campaign was created to help reach the national goal of reducing alcohol-related traffic fatalities to no more than 11,000 a year by 2005. The campaign targets high-risk populations such as 21- to 34-year-olds, those with a high blood alcohol content, repeat offenders, and underage drinkers between the ages of 15 and 20.

By enhancing public awareness through partnerships and coalitions, coupled with highly visible law enforcement, *You Drink & Drive. You Lose.* offers communities a framework to support current impaired driving and zero tolerance laws and prevention programs. Campaign partners include: the National Drunk & Drugged Driving Prevention Month Coalition, the International Association of Chiefs of Police, Operation C.A.R.E. (Combined Accident Reduction Effort), the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives and the National Association of Governors' Highway Safety Representatives. For more information about the campaign, please visit www.nhtsa.dot.org.

About "Lights on for Life" Day and National Holiday Lifesavers Weekend

"Lights on for Life" Day kicks off the National Holiday Lifesavers Weekend. On December 15, 2000, motorists across the country will be asked to use their vehicle headlights during daytime driving to show their support for preventing impaired driving. National Holiday Lifesaver Weekend is held December 15 to 17. This weekend provides the law enforcement community with the opportunity to publicize their enforcement activities and stop impaired drivers before they injure or kill someone as well as educate sober drivers about the consequences of impaired driving.

About National Drunk and Drugged Driving Month

The National Drunk and Drugged Driving (3D) Prevention Month Coalition was founded in 1991 and is a national public-private coalition devoted to preventing impaired driving crashes. The Coalition includes representatives of the federal government, highway safety, public health, law enforcement, the military and business. For more information on impaired driving or to join with thousands of others in being a part of National 3D Prevention Month, visit the Coalition's website at: www.3dmonth.org.

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